



BIKE SHARE

August 1 - August 31 2018 Report Tempe



GRID Bike Share is Operated By:



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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	112	32
Active Virtual Stations	8	0
Active Bikes (averaged over the month)	905	N/A
Trips		
Total Trips	8,688	4,133
Trips Per Day (average)	280	133
Utilization Rate (trips per bike per day)	.20	.46
Active Members		
Total Membership	26,066	N/A
Monthly/Yearly Plans	822	N/A
Pay-As-You-Go & 7 Day Plan	25,244	N/A
Revenue		
Total Revenue	\$23,201.84	\$4,729.10
Maintenance/Customer Service Activity		
Total CS Cases Created	146	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	91	315
Monthly	34	213
Annual	0	145
Other	4	149
Pay As You Go	704	25,168
7 Day Pass	66	76
TOTAL	899	26,066

Trips

Cumulative Trips Per Day of the Week
August 2018 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
572	614	709	858	707	353	320

Trip Initiation Method (Tempe Only)

Table 4

Mobile	527
Keypad (manually entered)	3,522
Keypad RFID Card	55
Website	29

Table 5

	August (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	8,688	74,124	4,133	30,697
Total Miles Ridden	16,147	119,504	10,800	54,379
Avg Trip Distance	1.7	2.1	3	1.8
Avg Trip Time	19:45	25:46	16:42	20:27
Avg Weekday Trips	308	300	150	133
Avg Weekend Day Trips	200	368	84	110
Holds	261	3,414	N/A	N/A
Ended out of Hub	4,059	27,765	2,644	15,902
Ended out of System Area	40	212	19	82

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the “full system”.

Trip Stats by Member Type (Full System)

Table 6

Member Type	August Trips	%	Trips YTD	% YTD
Pay-as-you-go	2,557	29%	27,451	37%
7 Day Pass	414	5%	5,142	7%
Annual	504	6%	3,956	5%
Monthly	1,186	14%	8,757	12%
Student	3,628	42%	25,171	34%
Other	399	5%	3,647	5%
TOTAL	8,688		74,124	

Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	August Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,278	31%	10,370	34%
7 Day Pass	185	4%	2,042	7%
Annual	33	1%	296	1%
Monthly	407	10%	3,184	10%
Student	2,180	53%	14,468	47%
Other	50	1%	337	1%
TOTAL	4,133		30,697	

Friday, August 13th was the highest day for regional ridership with a total of 238 trips taken. For trips originating in the Tempe service area, Tuesday, August 17th was the top day for ridership with 83 trips taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P120 Central Ave / Taylor St (Sponsored by SRP)	390	M121 2nd Ave. and Center	2
P125 Pierce St / 1st Street	354	M125 Main St. and Hibbert	2
P129 5th St / Roosevelt St	343	P141 Phoenix College	2
P106: 1st St / Washington St (Sponsored by SRP)	342	M109 Main St / Horne	1
T25 University Dr. / ASU Student Housing	330	P176 Buckeye Rd / 13th St	1
T20 Tempe Center for the Arts	314	P177 Indianola Ave / 3rd Street	1
T21 Forest Ave/ Lemon St. (Gammage)	286	M104 Macdonald / 1st St (Museum of Natural History)	0
T16 Apache Blvd / Rural Rd	279	M119 5th St. and Hibbert (Escobedo Park)	0
P123 5th Ave / Fillmore St	276	M120 8th St. and Mesa Dr. (Porter Park)	0
P124 3rd St / Taylor St	269	T23 Escalante Center	0

Stations P107 and P180 were temporarily closed 8/29-8/31 due to memorial services at the state capitol for Senator John McCain.

Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T25 University Dr. / ASU Student Housing	23	207	123	330	0	0
T20 Tempe Center for the Arts	10	156	158	314	0.71	0
T21 Forest Ave/ Lemon St. (Gammage)	20	161	125	286	0.21	0
T16 Apache Blvd / Rural Rd	15	181	98	279	0.39	0
T17 Tempe Beach Park	25	127	136	263	0	0
T14 College Ave / University Dr	15	144	105	249	1.14	0
T27 McAllister Ave / Apache Blvd	25	164	65	229	0.76	0
T11 University Dr / Mill Ave	20	138	87	225	0	0
T26 ASU Memorial Union	25	145	68	213	0	0
T03 Rural Rd / Terrace Rd	11	99	90	189	3.16	0
T28 Rio Salado Pkwy / Mill Ave	10	101	75	176	0	1.12
T04 Apache Blvd / Dorsey Ln	10	112	52	164	0.99	0
T13 College Ave / Apache Blvd	15	97	63	160	2.59	0
T01 5th St / Forest Ave	20	70	68	138	0	0
T02 3rd St / Mill Ave	9	61	68	129	0	0
T31 6th St / Mill Ave	15	76	47	123	0	0
T24 Westside Center	10	64	34	98	0	3.81
T18 Neil Giuliano Park	15	49	46	95	0	0.56
T29 Tempe Town Lake Marina	9	46	41	87	0	0
T15 8th St / Dorsey Ln	10	53	26	79	2.04	0
T05 McClintock Dr / Apache Blvd	15	40	35	75	0	0
T10 Washington St / Priest Dr	10	14	7	21	0	0
T19 Kiwanis Park	15	10	10	20	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	12	6	18	0	0
T07 Smith-Martin / Apache Blvd	10	12	3	15	0	0
T30 Evelyn Hallman Park	8	8	7	15	0	0

T08 Apache Blvd / Price Rd	10	8	5	13	0	0
T12 Rural Rd / Southern Ave	10	8	5	13	0	0
T32 North Tempe Multigen Center	10	5	4	9	0	0
T09 Washington St / Center Pkwy	9	2	1	3	0	0
T22 Baseline Rd / Priest Dr	10	1	2	3	0	0
T23 Escalante Center	10	0	0	0	0	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	645,880	4,780,160	432,000	2,175,171
Carbon Offset	14,209 lbs	105,164 lbs	9,504 lbs	47,854 lbs

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	905	N/A
Bikes inspected in field	1,887	670
Bicycles repaired	92	22
Average bike repair time	30 minutes	30 minutes
Bikes lost or stolen	0	0
Graffiti Cleaned	12	5

Out of Station Lock-Ups in Tempe

Of the 4,133 trips started in the Tempe system area in August, 2,644 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Marketplace Shopping Center, Tempe Beach Park, Marina Heights, Farmer Arts District, and the Safeway Market complex located at South Rural Rd. and East Broadway Rd.

Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	August	YTD
1	Other	337	1,999
2	Seat	4	49
3	Shifting/Pedaling	19	174
4	Lock	22	257
5	Keypad	25	244
6	Brakes	6	59
7	Flat Tire	52	359
8	Lighting	2	47
9	Frame	1	31

Compared to the previous month there was a .21% decrease in repairs/issues reported by users via the bikes on-board keypad. In August, 4% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in August was Member Inquiries.

Table 13

Reason For Contact	August Created Cases (Full System)	YTD
Member Inquiries	31	276
Billing	21	141
Account Management	12	159
Bike Issue	11	112
Charges	17	175
General Education	10	122
Operations	20	244
Sign Up	11	62
Hub Request	5	28
Partnerships	4	33
New Program Request	4	6
Total CS Cases Created	146	1,358

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	58 seconds
Avg duration of call	4 min 35 sec

Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Financial Summary

In August, the average revenue for the full system was \$78.56 per bike and \$3.16 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$6,000.00	26%	N/A
Ride Fees	\$9,521.84	41%	\$5,031.10
Out of Hub Fees	\$0.00	0%	N/A
Out of System Area Fees	\$240.00	1%	\$40
Rider Bonuses Given	-\$1,060	-5%	-\$342
Ad Revenue	\$8,500	37%	
TOTAL	\$23,201.84		\$4,729.10

*Data has not been audited and is only to be used as an approximation of Gross Revenue

Marketing Summary

Social Media

Table 17

Social Media Outlet	Impressions
Facebook	2,954
Twitter	12,600
Instagram	2,874

Events

Table 18

Event Name	City	Date
Tempe Happy Hour at the Hub - Hayden Ferry	Tempe	August 14
Public Market - Barrett Honors College presentation	Phoenix	August 17
Capitol Rideshare outreach	Phoenix	August 21

Weather

Table 19 (Source: www.wunderground.com)

August	Full Sys.	high	low	avg	Precip. sum
1	213	106	82	94	0
2	199	106	84	95	0
3	224	106	84	95	0
4	156	108	87	98	0
5	145	109	86	98	0
6	206	111	84	98	0
7	193	108	87	98	0
8	156	100	75	88	0.01
9	259	98	82	90	0
10	232	97	73	86	0.03
11	162	100	75	88	0.09
12	194	99	82	90	0
13	242	99	80	90	0
14	282	100	81	90	0
15	326	93	81	87	0
16	389	97	82	90	0
17	356	100	82	91	0
18	268	105	82	94	0
19	202	105	86	96	0
20	309	104	88	96	0
21	342	98	82	90	0
22	432	99	82	90	0
23	393	98	80	89	0.16
24	403	99	78	88	0
25	274	97	80	88	0
26	197	100	81	90	0
27	369	102	82	92	0
28	404	100	77	88	0
29	382	102	77	90	0
30	427	100	81	90	0
31	352	100	81	90	0